

What is Claimed is:

1. A system in which an interactive television program guide is implemented on user television equipment comprising:

means for determining when a user selects a non-programming program guide option; and

means for presenting an advertisement as part of a program guide screen in the program guide based on which program guide non-programming option is selected.

2. The system defined in claim 1 wherein the means for presenting the advertisement further comprises means for presenting a selectable advertisement.

3. The system defined in claim 1 further comprising:

a television distribution facility for distributing television programming to the user television equipment; and

a video server located in the television distribution facility for providing advertisements containing video to the user television equipment.

4. The system defined in claim 1 further comprising:

a television distribution facility for distributing television programming to the user television equipment;

a plurality of network nodes for use in providing the television programming to the user television equipment; and

video servers located at some of the networks nodes for providing advertisements containing video to the user television equipment.

5. The system defined in claim 1 wherein the non-programming option is a music option, the means for presenting the advertisement further comprising means for presenting an advertisement related to music as part of a program guide screen when the user selects the music option.

6. The system defined in claim 1 wherein the non-programming option is a messages option, the means for presenting the advertisement further comprising means for presenting an advertisement related to messages as part of a program guide screen when the user selects the messages option.

7. The system defined in claim 1 wherein the non-programming option is a parental control option, the means for presenting the advertisement further comprising means for presenting an advertisement related to parental control as part of a program guide screen when the user selects the parental control option.

8. The system defined in claim 1 wherein the non-programming option is a setup option, the means for presenting the advertisement further comprising means for presenting an advertisement related to a setup feature as part of a program guide screen when the user selects the setup option.

9. The system defined in claim 1 further comprising:

means for determining when a user selects a program guide function button in the program guide; and

means for presenting an advertisement as part of a program guide screen based on which program guide function button is selected.

10. The system defined in claim 1 further comprising means for taking a targeted program guide action in the program guide based on which program guide non-programming option is selected.

11. A method for using an interactive television program guide implemented on user television equipment comprising the steps of:

determining when a user selects a non-programming program guide option; and

presenting an advertisement as part of a program guide screen in the program guide based on which program guide non-programming option is selected.

12. The method defined in claim 11 wherein the step of presenting the advertisement further comprises the step of presenting a selectable advertisement.

13. The method defined in claim 11 further comprising the steps of:

distributing television programming to the user television equipment using a television distribution facility; and

providing advertisements containing video to the user television equipment using a video server located in the television distribution facility.

14. The method defined in claim 11 further comprising the steps of:

distributing television programming to the user television equipment using a television distribution facility;

providing the television programming to the user television equipment using a plurality of network nodes; and

providing advertisements containing video to the user television equipment using video servers located at some of the networks nodes.

15. The method defined in claim 11 wherein the non-programming option is a music option, the step of presenting the advertisement further comprising the step of presenting an advertisement related to music as part of a program guide screen when the user selects the music option.

16. The method defined in claim 11 wherein the non-programming option is a messages option, the step of presenting the advertisement further comprising the step of presenting an advertisement related to messages as part of a program guide screen when the user selects the messages option.

17. The method defined in claim 11 wherein the non-programming option is a parental control option, the step of presenting the advertisement further comprising the step of presenting an advertisement related to parental control as part of a program guide screen when the user selects the parental control option.

18. The method defined in claim 11 wherein the non-programming option is a setup option, the step of presenting the advertisement further comprising the step of presenting an advertisement related to a setup feature as part of a program guide screen when the user selects the setup option.

19. The method defined in claim 11 further comprising the steps of:  
determining when a user selects a program guide function button in the program guide; and

presenting an advertisement as part of a program guide screen based on which program guide function button is selected.

20. The method defined in claim 11 further comprising the step of taking a targeted program guide action in the program guide based on which program guide non-programming option is selected.